DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF PUBLIC AFFAIRS
ONLINE AND SOCIAL MEDIA DIVISION
1500 ARMY PENTAGON
WASHINGTON DC 20301-1500

01 November 2010

SUBJECT: Standardizing official U.S. Army external official presences (social media)

1. References:
    a. Secretary of the Army Memorandum – Delegation of Authority – Approval of External Official Presences, 21 Oct. 2010
    b. Directive Type Memorandum DTM 09-026, Responsible and Effective Use of Internet Based Capabilities, 25 February 2010
    c. CIO/G6 Memorandum, Responsible Use of Internet Based Capabilities, 2010

2. The purpose of this memorandum is to standardize Army-wide External Official Presences (EOPs) (aka social media sites).

3. IAW Delegation of Authority memorandum (referenced above) commands are authorized to establish EOPs.

4. U.S. Army Family Readiness Groups may establish an official presence with the approval of their command. It is possible the unit's official page also serves the dual purpose as a platform for its Family Readiness Group to disseminate information, however, if the command elects to have separate pages they must adhere to the same standards.

5. All U.S. Army EOPs, to include pages on Facebook, Twitter, Flickr, YouTube, blogs and any other platform must adhere to the following standards:

    a. must be categorized as a government page
    b. include the Commander approved names and logos (i.e. 1st Brigade, 25th Infantry Division [Family Readiness]), not nickname nor mascot (i.e. not the "dragons")
    c. branding (official name and logos) across all social media platforms (i.e. Facebook, Twitter) are uniform
    d. include a statement acknowledging this is the "official [Facebook] page of [enter your unit or organizations name here] [Family Readiness]"
    e. Facebook pages must default to the "Just [your unit or organization's]" on the wall (Do this by selecting "edit page," then "manage permissions." Drop down under the "wall tabs page" and select "only post by page"). This results in command information being the first and primary thing on the wall, instead of spam and others comments.
    f. Facebook pages must include "Posting Guidelines" under the "Info Tab." Use the U.S. Army's Facebook policy as a reference and/or visit the DoD Social Media user agreement at: http://www.ourmilitary.mil/user_agreement.shtml
    g. be recent and up-to-date. Post must not be older than one month.
    h. adhere to Operations Security guidelines. FRSAs/FRG leaders should provide all page administrators and FRG members with the U.S. Army Social Media OPSEC presentation and the FBI Briefing on Identity Theft located on the U.S. Army's slideshare site at www.slideshare.net/usarmysocialmedia.

  i. should not be used as a place for personal advertisement nor endorsement
  j. All pages must be registered through the U.S. Army at www.army.mil/socialmedia

6. The Office of the Chief of Public Affairs has the right to deny any page during the approval process if one or more of these guidelines are not followed.

7. For step-by-step instructions on how to set up pages, visit: http://socialmedia.defense.gov/learning-and-resources/training/social-media-guides/how-to-guides/   Further information, instruction, techniques, etc. can be found at www.slideshare.net/usarmysocialmedia

8. In order to sign up to receive weekly lessons, TTPs, etc. on how to manage social media pages, send an email to the email address below.

9. Use the platforms' help option to resolve questions, such as: http://www.facebook.com/help/ If questions are not resolved there, direct all questions and concerns to ocpa.osmd@us.army.mil.

10. POC for this memorandum can be reached at ocpa.osmd@us.army.mil

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